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Overwhelmed by success

LLUÍS BASSETS

The author states that journalism has enjoyed overwhelming success in contemporary culture. Journalism has never held such a strategic position in the world order. The economic profits obtained by the media corporations make this field the heavy industry of our age. He states that few things today can be imagined without the presence of journalism: The Human Being only "exists" if he appears in the newspapers. Communication, however, goes beyond the fundamental terms of journalism. New technology in the press and the concept of communication applied to social relationships end up influencing the work of the journalist. At the newsdesks, things have also undergone changes. Specialisation, teamwork and research have arrived. A large number of journalists with scant qualifications in terms of the profession and salary have joined the profession. We do not yet know what things will be like in the future. Changes can take place quickly or the situation can be drawn out for decades. It is time for interpretation and reflection so that new generations can give serious backing to journalism: writing, well-written narrative, substantiated and documented explanations, the intelligent interpretation of the facts. Corporations should collaborate on the project.

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Journalism to strive for

JOSEP MARIA CASASÚS

According to the author of the piece, the main function which the journalism of the new century should fulfil is an ethical commitment to truth and human and

social progress. Working on the premise that journalism is the ethics of communication, or in other words, journalism is ethical communication, Casasús believes that the overpowering technical evolution has imposed utilitarian criteria on the use of the media and has brought about the belief that everything which it is technically possible to send out to the general public, can be disseminated. Journalists, however, are the only professional group to have inherited organisational habits and to have been trained at university level in social and humanistic fields. At present, the training of future media professionals is structured in different university degrees. According to the author, there is no need to include a subject dealing with the professional code of ethics, but ethics should be present in the educational planning of all subjects on the syllabus. Ethics must also be present in all social bodies and must be borne in mind by those organisations and people who provide the raw materials which the media work on. The exploitation of technical resources cannot neglect the fact that journalism will only have a *raison d'être* if it is committed to the whole truth and to a world which aspires to improve and progress.

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Towards post-journalism

ANDREU CLARET

The future has already begun, according to the author of this article. We find ourselves in a state of transit which gives more questions than answers. Claret feels it audacious to speak of the future. Nevertheless, if we look at what is happening in leading countries we will know that this is what will happen to us in a few years time. This article looks at the ethical and epic dimensions which affected journalism in the first decade of the century and finishes by examining the present which is marked by a social scepticism which is wearing away the influence of all institutions, including the press. As far as the future is concerned, we could talk about the types of journalism which await us, as well as the professionals who will be working in the different fields of communication. Nowadays, information has a great immediacy. We have been bombarded by the fax culture, the press release,

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